CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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OLDSMOBILES FOR LUCKY FILMGOERS

Immigrat'n Down But Will Go Up

Immigration, a lifesaver to the boxoffices of many Canadian movie houses during these days of TV-caused difficulties, declined by 45,000 in 1954 to 109,946. However, Canada has decided to take all the immigrants our economy will bear and the up-

(Continued on Page 2)

Producers Ready For More Action

Acceptance of three new members last year brought the membership of the Association of Motion Picture Producers and Laboratories of Canada to 32, these being Canadian Television Films, Toronto; Master Film Studio, Calgary; and Three-Star

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THEATRES URGED TO PROMOTE CANADIAN OSCAR CONTEST

The Academy Awards Contest for moviegoers, arranged only recently by the Public Relations Committee of the Motion Picture Industry Council of Canada, is mushrooming into the greatest thing of its kind ever attempted in Canada. Chairman Charles S. Chaplin has announced that the top prize in the Toronto area is an Oldsmobile 88 Holiday Coupe, from the theatres of Metropolitan Toronto. Finalization is still needed, at the time of writing, for the same prize in each of three more cities—Montreal, Winnipeg and Vancouver. Promotion of valuable prizes for smaller centres is still going on, although many are already in.

Canadian exhibitors are urged to take advantage of the opportunity to stimulate business that the contest provides. Information

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Perkins Electric Co. Ltd.'s Proposal To Creditors

A national motion picture supply house for many years, Perkins Electric Company Limited, which has its head office and principal place of business in Montreal, has made a proposal to its creditors under the provisions of The Bankruptcy Act 1949.

It is proposing, through L. M. Bleackley, vice-president, to settle its debts over a three-year period. Harold J. Inns of the Montreal legal firm of Inns, Ross and Sons is trustee. He has advised creditors of a general meeting on February 17 at 11 p.m. in Room 16, the Court House, Montreal.

The number of creditors listed is 227, with 129 whose debts are under $25 being unlisted.

It is heard that the inability of Independent exhibitors, their income impaired by TV competition, to meet their bills was a factor in Perkins' trouble.

Scout 'Jamboree' Excellent Film

A combination of community spirit, as demonstrated by Eaton's, and superb craftsmanship, as exercised by four camera crews working under the direction of Art Chetwynd and Gerry Kedey, has given a priceless gift to the annals of youth. I refer to

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Bernie Kranze Quits

Bernard G. Kranze has resigned as general sales manager of United Artists to become vice-president of Stanley Warner Cinerama. It is understood that Cinerama intends to expand its exhibition to a much broader scale than now.

Busy Year Reported By National Film Board

The National Film Board, the government's film-making agency, has reported a surplus of $31,156 on its main operations during the 1954-55 fiscal year. The Film Board's annual report showed income totalling $3,412,603 for its main program, compared with expenditures of $3,381,447. On its operations for government departments and other sales, the Board reported a surplus of $36,448, after income of $1,016,502 and expenses of $980,054. This gave a surplus on all activities of $67,604.

Television is providing big new audiences for the NFB, the annual report for the fiscal year,

(Continued on Page 3)

'What Makes Sammy Run'

Fred H. Finklehoff has acquired Budd Schulberg's What Makes Sammy Run and will produce it for UA release.

Inventor Of C'Scope, Prof. Chretien Dead

Professor Henri Chretien, 77, inventor of the anamorphic lens which made CinemaScope possible, died last week at the Walter Reed Hospital, Washington, DC.

An expert on telescopes, in 1952 Spyros Skouras and Earl Sponable of 20th-Fox studied the photographic process he had invented. In 1954 he received an Academy Award for his accomplishment, which he began work on over 20 years ago. He never saw a movie until the world preem of The Robe in 1953.

Scenes at CinemaScope 55 and the 20th-Fox Meeting

The top photo was made at the CinemaScope 55 demonstration in the Imperial, Toronto. Left to right: Peter S. Myers, Canadian Division sales manager for 20th Century-Fox; Frank H. Fisher, Odeon Theatres' head; Rodney Bush, NY home office exploitation manager; W. C. Gehring, executive assistant general sales manager; C. R. B. Salmon, JARO vice-president; and Arthur Silverstone, assistant general sales manager.

The bottom photo shows those at the national meeting of the Canadian division, held at the Royal York Hotel, Toronto.

ZANUCK ON LEAVE FROM FOX; PLANS INDEPENDENT UNIT

Darryl F. Zanuck, vice-president in charge of production for 20th-Fox, has been granted a four-month leave of absence starting March 1 to set up his own Independent producing unit. Spyros P. Skouras, president, said that Zanuck will render "advisory services" during his leave. It is believed by some in Hollywood that the move marks the end of Zanuck's long term as head of the studio. Buddy Adler, in line to succeed Zanuck, will be in charge of production in his absence.

Canadian Film Weekly

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IMMIGRATION

(Continued from Page 1)

swing has already started. Meanwhile a leading Canadian businessman predicted that our population would rise from the present 16,000,000 to 25,000,000 within 25 years.

The 1955 total of immigrants was the lowest since 1950, when it had dropped to 73,000. In 1951 there were 194,000 newcomers, falling off to 164,000 in 1952 and 168,000 in 1953. Since 1945 over 1,200,000 new arrivals had been registered.

J. R. White, president of Imperial Oil Limited, predicted in an address to the Halifax Board of Trade that by 1980 Canada's population would reach 25,000,000, an increase of 60 per cent, since production in Canada was the equivalent of a country of 100,000,000 people. He pointed out that in terms of world production Canada ranks six times greater than her population of 16,000,000.

A government plan to spur immigration is now in force and it consists of two-year loans to workers to enable them to take their families and dependents with them when they come here or send for them later.

Laval Fortier, Canadian undersecretary for immigration and citizenship, said that of such previous loan arrangements over 93 per cent had been repaid by immigrants taking advantage of the scheme. However, out of 200,000 possible eligibles for these help funds in 1955 only 44 had applied, he stated.

Immigration department spokesmen said that an improvement in the economic conditions in Europe, plus reports that a recession was under way in Canada last spring, had caused the greater part of the drop in figures in 1955. They now feel that the effects of the bad publicity is wearing off and that this partially accounts for the rising figures of the last month. They are optimistic that the increase will continue.

Paul Douglas In 'Leather Saint'

Paramount has signed Paul Douglas to star with John Derek in The Leather Saint, which will be filmed in VistaVision.

Lucky Moviegoers

(Continued from Page 1)

on how to go about it is in the hands of provincial and regional exhibitors' associations and is available to anyone, regardless of whether or not he is a member. The voting will take place in zones, since some pictures have as yet only played a few regions, and there will be no national prize.

In Toronto, where committee co-chairmen Mort Margolius of Famous Players and Jim Hardiman of Odeon have done a tremendous job, more than 90 of the city's 125-or-so theatres have already joined the contest, which will be sponsored by The Telegram, an evening newspaper. The Winnipeg Tribune, which has run a similar contest every year in a tieup with Famous Players, will sponsor this one and newspaper sponsorships are being arranged in all large cities.

Ballots will be made available to all theatres following the announcement by the Academy of Motion Picture Arts and Sciences on February 18 of the players who have won nominations. The public will be able to vote by picking up these ballots in designated places arranged for that purpose, as well as using the ballot that the sponsoring papers will carry. Trailers are available from Associated Screen News and arrangements should be made now. Ballot boxes will be sent to each theatre for depositing the ballots.

Tabulation will follow the official winners on March 21 and special ceremonies will be arranged for the presentation of the prizes to contest winners.

Interest by both exhibitors and public is developing at a tremendous pace and it is now apparent that no move in the history of the Canadian motion picture industry has ever matched this one for ability to direct interest toward motion pictures.

Bryna Buys 'Contagious Game'

Kirk Douglas' Byrna Productions has acquired Samuel Grafton's A Most Contagious Game.

1955 BUILDING CONTRACTS DOWN

Value and number of theatre construction and alteration contracts let in Canada in 1955 dropped substantially compared with 1954, according to the Annual Review Number of Maclean's Building Reporter. In 1955 33 contracts, with a total value of $2,221,800, were awarded, as against 64 and $3,069,400 the year before.

Breakdown of the 1955 figures provincially showed that Ontario had 16 awards worth $645,000, Alberta seven for $551,500, Quebec four for $397,400, the Maritimes three for $442,000, British Columbia one for $154,900, Manitoba two for $31,000 and Saskatchewan none. Only one of the Ontario awards was in Toronto and it was valued at $20,000. None were let in Montreal.

During last December six contracts were given and these were worth $599,000. Five for $203,000 were in Ontario and one for $396,000 was in New Brunswick.

ONTARIO INCORPORATIONS

Three companies—one each in production, distribution and exhibition—received Letters Patent of Incorporation in Ontario since the first of the year.

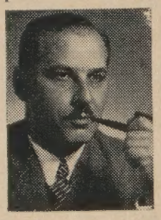
Manitonna Pictures Corporation, Gananoque, was formed by Melburn Ernest Turner, motion picture producer, Village of Rockford, and three Gananoque men; Albert Gerald Woodley, merchant; Gerald Albert Scott, publisher; and John Edward Cliff, solicitor. It has an authorized capital divided into 2,000 cumulative redeemable preference shares with a par value of $100 each and 20,000 common shares without value. Turner's most recent production is The Little Canadian, now being distributed by Astral Films.

Canada Israel Film Distribution Company Limited, Toronto, was formed by Evelyn Pearl Allen, secretary, and Alex Minden, student-at-law, to carry on the general business of a distributor of motion picture films. It has an authorized capital of $40,000 divided into 3,600 preference shares with a par value of $10 each and 4,000 common shares with a par value of $1 each. Solicitor is Edwin John Pivnick.

Kent Theatres (Hamilton) Limited, was formed by Arthur Kent Craig and Mildred Eleanor Craig, Burlington, and Clifford Archibald Perry, bank manager, Hamilton, as a private company "To carry on the general business of theatrical agents, theatre proprietors, builders, operators and managers." It has an authorized capital of 300 non-voting non-cumulative redeemable preference shares with a par value of $100 each and 10,000 common shares without par value. Craig, recently resigned as manager for United Amusements, Hamilton, a Famous Players affiliate, to assume operation of the McKean houses, Delta, Empire and Queen's.

OUR BUSINESS by N.A. Taylor

PROBABLY no other business in the world plays the tune so much by ear and so little by actual cost or facts as the motion picture theatre. Since the inflation



of the last decade it seems safe to say that admission prices in the majority of theatres operating in this country are, to say the least, unrealistic. This is not the first time this opinion has been voiced; and since the last time many have raised prices.

In key run and sub key towns there has been a general admission price increase somewhat in keeping with and bearing some relation to the economic facts. It is interesting to note in this connection that a great deal of this increase has been due to the insistence on the part of certain distributors that their outstanding attractions be not undersold. For a while we witnessed a see-saw of prices until the public started to complain—more from the uncertainty occasioned by this policy than a resistance to the higher tariffs. In more important situations this phase has been passed and, while admission prices still compare unfavorably with those of a decade ago in the light of current prices and overhead, there has been, nevertheless, a marked increase.

It is, however, the small-town exhibitor—the one who is presently encountering the greatest difficulty in surviving—who has been the most unrealistic in the appraisal of his own situation. I met one such exhibitor a little while ago. He told me that even with the installation of a wide screen and CinemaScope he continued to charge the same 35-cent admission he had been charging for the last 10 or 15 years. I told him that I could understand his reluctance to raise prices on the theory that each increase has a tendency to decrease attendance and that while we were in a market where attendance is presently on the decline his own prices were geared to maximum attendances which could no longer be expected.

The public has come to expect increases in all other goods and services and there is no reason to feel that motion picture theatres should not increase their admissions on a similar basis. The exhibitor should examine the relative costs of shoeshines, haircuts, bowling and other goods and services in relation to those of 10 years ago and chart his price scale accordingly.

NFB REPORT

(Continued from Page 1)

tabled in the House of Commons by the Honorable John Pickersgill, stated an estimated 15,000,000 persons saw a single United States network TV broadcast of the NFB film, Corral.

In 1953-54, operating under a different accounting system which lumped all revenues and expenditures together, the Board had a surplus of $149,343 after income of $4,009,036 and expenses of $3,859,693.

The Board reported increased revenue from rentals and royalties at $196,195, a rise from $130,795 in 1953-54.

Theatrical bookings for the Canada Carries On series went down from 11,447 in the previous year to 10,719, largely because wide-screen pictures were longer and left no time for them. Eye Witness bookings were up 348 to 3,716. Theatrical bookings abroad showed a big gain: from 21,505 to 29,355.

Production costs rose to $1,502,024 from $1,283,359 and distribution costs, including maintenance of regional distributing staff and printing, increased to $1,402,355 from $1,213,685.

The parliamentary vote for operations in 1954-55 was $3,211,060, up from $2,883,650 in 1953-54.

The Board's income from rentals and royalties was $127,783 in Canada, $51,947 in the United States, $5,459 in the United Kingdom and $11,006 in other countries. No comparable figures were given in the 1953-54 report.

Administration costs, including research, totalled $477,068, compared with $431,350 in 1953-54.

A. W. Trueman, Government Film Commissioner, wrote that it is too early to determine what effect TV will have on the Board's program of producing films for theatres and other outlets.

The Board, however, had supplied TV stations in Canada with "large portions of good Canadiana in the form of films."

NFB films had an estimated world-wide audience of more than 175,000,000.

During the year 122 original films were produced, plus 113 film translations and adaptations to enable films to be shown through different distribution media.

Total regular staff of the Board at March 31, 1955, was 567 as compared with 548 the previous year. Of the added 19, 12 were in the Technical Operations Branch. Applications for employment numbered 1,858 and appointments were under 100. The number of resignations according to craft was not given. Seven scholars from Burma, Denmark, Israel, Indonesia and Chile received training under the international assistance programs.

News Notes

JIMMY POWIS HONORED

For over 30 years with Twentieth Century-Fox, Jim Powis, who was retired on pension recently, was honored by his fellow-bookers and other colleagues of the Toronto film-theatre community with a testimonial dinner in the Cascade Room of Town & Country.

About 80 were present when Archie Laurie, as toastmaster, called on Harry Wiseman, Fox booker, to present Jimmy with two travelling bags and a cheque. He had been preceded as a speaker by Peter Myers, Fox Canadian manager, who said he was pleased that the company was able to provide retirement financing and suggested it would be a good thing for other industry firms to adopt.

Harrison Patte, Famous Players, and Harold Pfaff, Independent Theatre Services, reminisced about the film business in Toronto when they and the guest of honor had been in it a few years.

Jimmy, in thanking his friends, made serious comment about what was required of a good booker.

Jimmy, Jr. and Eddie, sons of the guest of honor, were present. Jimmy, Sr. will travel to Lebanon to visit his married daughter.

CANADIAN C'SCOPE 55 SHOWINGS

Following the successful demonstration of CinemaScope 55 in the Imperial, Toronto, 20th Century-Fox has set dates for showing the new process in six key cities across Canada, beginning with the Capitol in Vancouver on February 24.

Peter Myers, 20th-Fox Canadian general manager, and Sam Glasier, head of publicity and advertising in Canada, accompanied by a company engineer from New York, will attend all the showings. As in Toronto, invitations will be extended to exhibitors, press, radio and TV in the city and surrounding area in which the screening will be held.

Following the Vancouver demonstration showings will be held at the Capitol, Calgary on February 27; Capitol, Regina, February 29; Capitol, Winnipeg, March 2; Palace, Montreal, March 5; and Paramount, Saint John, March 7.

NEW TRADE ASSOCIATION

Kenneth Fosberry, vice-president in charge of sales for Garlick Films Limited, Toronto, was elected president of the newly-organized Canadian Photographic Trade Association, incorporated in Ottawa to treat with legislation, encourage ethical business practices, promote industry harmony and encourage active public interest in photography.

O. T. Bright, v-p and general manager of Bell & Howell Canada Limited, is vice-president, and W. Robertson Carveth, sales manager of Walter A. Carveth Limited, treasurer.

Directors will include representatives of General Photographic Products, Regina; Mondo Photo Ltd., Gevaert (Canada) Ltd., Spencer & McMullen Ltd., and Canadian General Electric Co. Ltd., all of Toronto; and Precision Cameras of Canada, Montreal.

MONTREAL TV FIRM SIGNS FLYNN

A Montreal firm, Inter-TV Films Limited, has signed Errol Flynn and his wife, Patrice Wymore, to film 26 shows a year for three years in Britain, according to its press release. The half-hour shows will be marketed as the Errol Flynn Theatre. Flynn will act as host for all the subjects and, like Miss Wymore, appear in some.

The company was formed early in 1955, absorbing Robjou Films Limited, Montreal, and International TV Films Services Limited, New York. Its head office is in Montreal and it is represented in New York, Toronto, Los Angeles, London and Paris. It has a large library of French films and represents European and American companies, as well as producing in its own studios.

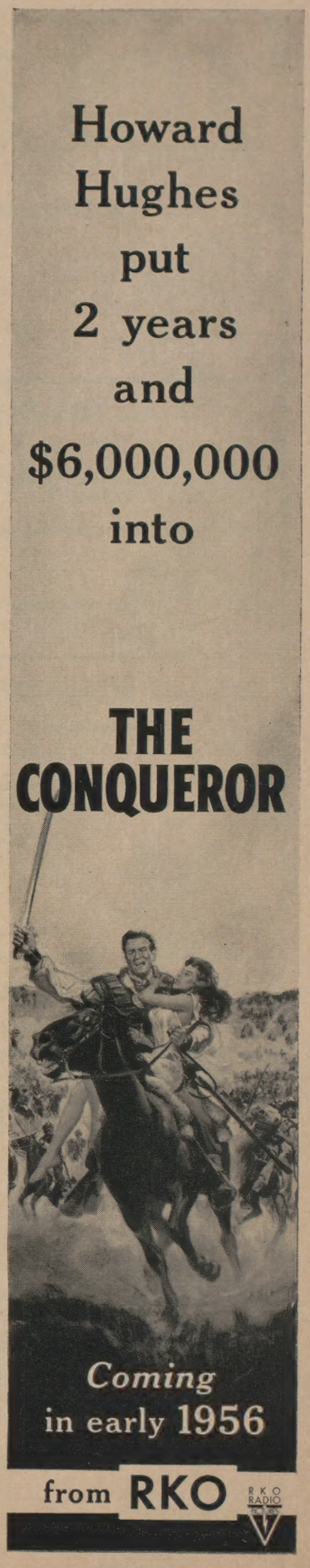
Marcel Leduc is president and Robert Jouglet vice-president. The release, carrying the NY address also, gives Olga Lampard as press contact.

Added To 'Cattle King' Cast

Peter Graves and Marcia Henderson star with George Montgomery and Richard Eyer in Allied Artists' Cattle King, now before the cameras on location.

RKO's 'The Old Maestro'

RKO has acquired screen rights to the life story of the late Ben Bernie and will film the biography under the title of The Old Maestro.



A ROARING 35-CITY IN PERSON BALLYH

The Lone

PRINCESS, MONTREAL, FEBRUARY 16th!

Stage appearances, press, radio and TV events aimed at national coverage across Canada!

IMPERIAL, TORONTO, FEBRUARY 17th!

Stage appearances, press, radio and TV events also aimed at Canadian coast-to-coast coverage!

ED SULLIVAN SHOW FEB. 12!

The Lone Ranger and Silver plugging the picture over entire CBC-TV network.

8 SOLID WEEKS OF RADIO ADVERTISING!

Spot announcements on THE LONE RANGER programs over 19 Canadian Radio stations!

8 SOLID WEEKS OF TV ADVERTISING!

Full minute trailers and announcements on THE LONE RANGER programs over 18 Canadian television stations.

SUPERMARKET BALLYHOO!

General Mills (Canada) tie-up gives you full line of our own posters—with playdate snipes—in first store-wide bally of its kind.

CANADIAN LONE RANGER CLUBS!

Sponsors of THE LONE RANGER program on Canadian TV and radio, General Mills (Canada) Ltd., ready to help you form local Lone Ranger clubs.

LONE RANGER BRANDED MERCHANDISE!

76 different Lone Ranger items—toys, games, novelties, apparel, etc. for local day-date ads and city-wide store displays!

DECCA RECORD DISPLAYS!

Posters on counters and in windows tie-in with playdates!

SURROUNDED BY T
AND GREATEST VARI
PROMOTION

STARRING
CLAYTON MOORE
ALSO STARRING
LYLE BETTGER · BONITA G
Screen Play by HERB MEADOW · A JACK WRATH
Directed by STUART HEISLER

WARNER BROS. BOOS

OO INCLUDING MONTREAL & TORONTO!

e Ranger

HE WIDEST RANGE ETY OF LOCAL-LEVEL EVER SEEN!

: JAY SILVERHEELS
WITH
RANVILLE · PERRY LOPEZ
ER Production Produced by WILLIS GOLDBECK
· Presented by WARNER BROS.

TING CANADIAN PLAYDATES!

MORE TV! Two big "behind-the-scenes" sequences devoted to The Lone Ranger on 'Warner Bros. Presents' over ABC network!

SPECIAL COMIC BOOK EDITION!
New Dell Publishing Co. release based on picture! Streamers, displays on newsstands and in stores flash the news: THE LONE RANGER is on the screen!

NEWSPAPER COMIC STRIP!
23 Canadian dailies carrying THE LONE RANGER comic strip all set to tie-in playdates!

LONE RANGER PHOTOS!
Full-color stills of THE LONE RANGER available for give-aways!

DEPT. STORES TIE-UP!
Stocked with Lone Ranger merchandise, Canadian department stores are ready to tie-in.

SHOWMEN! SHOWMEN!! See the showmanship pressbook for full details on how you cash in on this promotion!

SPECIAL GIANT 6 FT. DISPLAY!

The Lone Ranger and Silver in full color—a big, exciting eye-catcher for your lobby!

ON TV		ON RADIO	
Barrie	CKVR-TV	Calgary	CFAC
Calgary	CHCT	Cornwall	CKSF
Edmonton	CFRN-TV	Edmonton	CJCA
Hamilton	CHCH-TV	Fort William	CKPR
Kingston	CKWS-TV	Hamilton	CHML
Kitchener	CKCO-TV	London	CFPL
London	CFPL-TV	Montreal	CFCF
Ottawa	CBOT	North Bay	CFCH
Peterborough	CHEX-TV	Ottawa	CFRA
Port Arthur	CFPA-TV	Owen Sound	CFOS
Quebec	CFCM-TV	Peterborough	CHEX
Regina	CKCK-TV	Regina	CKCK
Rimouski	CJBR-TV	Saskatoon	CFQC
Saskatoon	CFQC-TV	Sault Ste. Marie	CJIC
Sudbury	CKSO-TV	Timmins	CKGB
Toronto	CBLT	Toronto	CFBR
Vancouver	CBUT	Vancouver	CKWX
Winnipeg	CBWT	Winnipeg	CKRC

Observanda

Typographs

THE NEW YORK FLOP of *Tamburlaine* caused the *Toronto Daily Star* to admit that it was one of those that let hope influence its judgment of it as a public attraction. "The Broadway critics, who gave it a fairly warm reception, were apparently more generous than critical and may have judged the performance less on its merits than by the fact it was Canada's big try," it said editorially. The lone Toronto writer who said in print that *Tamburlaine* didn't have it and wouldn't make it was Stan Helleur of *The Telegram*. For this he was treated as though he had committed High Treason. I felt the same way and studied the NY reviews, which were interpreted as whole-hearted endorsements. I felt about them what the *Star* admitted — and got a bad time from pro-*Tamburlaine* enthusiasts. But there's no joy in being right—or even my winning money on it . . . *Tyrone Guthrie* has been doing narration at Shelly's on a how-to-produce-a-play subject being made jointly by the NFB and CBC . . . *Ford Motors* is laying down a big bankroll for what the CBC identifies privately as Project X — a TV series in the See-It-Now kick being shot now by four wandering camera crews . . . *The Myers*, Pete and Dianne, tossed a party for Bill Gehring and Arthur Silverstone, here for the C'Scope 55 rundown, with Fox folk and press people as guests . . . Jazz Festival set for Stratford.

JIMMY COWAN, interested in both Labatt's and Cinema (Canada), set up that ale-for-life exchange for the rights to the late H. L. Mencken's bathtub-hoax story. Won world-wide publicity. I remember many years ago reading an article by Mencken in which he explained how to drink a great deal of beer: "arrange an interregnum now and then" . . . *Board of Trade Journal*: "There's a reason why you can't take it with you. It goes before you do" . . . *Old gentleman*, asked what he thought of movies, described them and expressed disappointment: "When he wants to—she doesn't. When she wants to—he doesn't. Just when they both want to—they end the picture!" . . . *Shared the* Variety table at the annual celeb dinner, given by the Ontario type-and-gab sports group in the Royal York with Jack Fitzgibbons, Andy Rouse, Frank Strean and the three Summervilles. It was a great evening, with Lester Patrick, Leo Dandurand, Conn Smythe and Billy Hewitt doing the Good-Old-Days bit. Young (comparatively) Lynn Patrick told an interesting gag about old-timerism. Two old-timers were sitting around a pot-bellied stove in a country store and one looked out at the acres of untracked snow while more came down. Observed he sourly: "T'aint as white as it used to be." The sports chroniclers gathered $20,000 via the dinner for their work . . . *University* doing big with Para's *The Trouble With Harry*. The press book ads were ignored and a new approach, based on Hitchcock's TV popularity, was worked out here.

FAMOUS PLAYERS, its bid for CKLW-TV, Windsor, rejected by the CBC governors because of objection to multiple ownership of stations, has withdrawn. It passed up the chance to reapply for permission to buy this loser from Harry Sedgwick and associates . . . *David O. Selznick*, says Mike Connolly, will make *The Merchant of Venice* . . . *Stan Helleur* outflanked his CBC "friends" by being teeveed into Toronto via CHCH, Hamilton . . . *Simon Meretsky*, Windsor showman and tycoon, has been convalescing from a stroke . . . *Some fellows* were in looking at local cinemas for *Oklahoma!* . . . *To AE*: I'm getting sick of that small-time specialist in Sammyglickism. It's time he was ticked off—and out . . . *Montreal Star* not only has a TV columnist, Dusty Vineberg, but also uses the *NY Herald-Tribune's* John Crosby . . . *Alex Barris* will emcee another *11.30 Friday* for CBC-TV . . . *Prediction*: *The Fifth Season*, starring Sammy Sales, will run for at least six weeks at the Avenue. That would be the longest live-drama run by a local company, wouldn't it? Any wagerers? . . . *"The Brotherhood of the Sea"*—that majestic title, gleaming through the very late darkness of King Street East from around a neoned lifebuoy, identifies the office of an AFL union . . . *Bernie Kranze's* successor at UA rumored to be Western Div. Chief James Velde . . . *Pete Crosby* Denise Darcel's hubby here to pay mining man Dave Rush $115,000 in a stock deal.

WE WANT TO thank Taylor Mills and the Canadian Co-operation Project of the Johnston Office for the proud privilege we, as a Canadian publication, enjoyed in relation to its annual report — that of reading about it first in the American trade papers. Canada has a valuable stake in the CCP, which grew out of the question of freezing American remittances, as was the case in almost every country in the world. I can't remember when the annual report arrived at these offices without appeal, negotiation or argument with someone representing the CCP, which some of us have never quite been able to figure out anyway. The fifth annual report just made a front-page, banner-line story across the border. This one apparently gives an eight-year roundup of what it considers benefits to Canada originating under the CCP, although these types of benefits predated the CCP by many years. Our private $64,000,000 question: Why does the CCP report take on the air of Top Secret information when it comes to putting it into our hands? I might add that John J. Fitzgibbons, Sr., I learn from one of the USA trade papers, wrote the preface to the report, in which he sees a "good year" for our industry in 1956.

THE YOUNG FELLOW decided on the pole vault as his means of making the school team. He tried a few times and failed. He wanted to quit.

"How do you get over that darned bar?" he wailed.

The old coach said that he could account himself a failure if he wished. "Go ahead and quit," he told him. "That's your privilege. But there is one great secret about successful pole vaulting that you still have to learn."

The young fellow perked up. "I *knew* there was something I was doing wrongly," he said. What was the great secret?

"If you will just throw your heart over the bar," the old coach said, "your body will follow."

WANT TO KNOW what makes it tough to put over a tradepaper? In 1955 the leading studio among the advertisers, in just one USA film tradepaper, placed 159 full pages. That same advertiser, in that same period, placed with us the magnificent total of—19! . . . *I see that* the comic strip, Steve Canyon, is featuring a Hollywood actress who relies on a "Canadian makeup man." Isn't there some way the CCP can take a bow on that one? . . . *The score* for the silent version of *Monsieur Beaucaire*, the Valentino starrer, didn't show up with the print for the A-G-E Film Society Sunday showing at the Studio. So Ruby Ramsey Rouse revived a lost art by making the piano keys match the action as it developed on the screen. Almost perfectly, too. Gerald Pratley told the full house about it at the end and she got a big hand . . . *Warners*, says the CCP report, will release LeRoy Prinz' *Ace of Aces*, the Billy Bishop biog, when made. How come you let me get scooped, LeRoy, old pal?

$ $

POPCORN MACHINES
SNACK BAR EQUIPMENT
TO MAKE ROOM FOR NEW MODELS
MONEY MAKING MACHINES
PRICED FOR QUICK SALE
You Will Be Glad You Noticed This Ad
DEMONSTRATORS - SAMPLES - TRADE-INS
PRICED AMAZINGLY
Low
WRITE - WIRE OR PHONE
SUPER PUFFT
97 DUKE ST. **EM. 3-1081**

$ $

SCOUT 'JAMBOREE'

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the 45-minute color film, Jamboree, a very entertaining and extremely interesting record of the recent Eighth World Boy Scout Jamboree, attended for ten days at the Niagara encampment by 12,000 boys of 60 nationalities.

Not only is the film beautiful to the eye because of the flowing streams of youth variously adorned but, without a single fanfare or a musical score, it elevates the spirit. One senses what boys of this character mean to the future of the world at a time when both juvenile and adult delinquency, along with the precarious state of international politics, have created unease in daily living and an underlying pessimism about what tomorrow may bring.

The excellent narration, written and spoken by Thom Benson, does not tell the viewer what to think, yet he feels the magnificent accomplishment represented by the good-spirited and brotherly unanimity of this gathering. The humor, the piety of the various groups at their own services, the obvious sentiment—none of these have anything of the contrived about them. One lives with the Scouts—at their campfires, games, native dances, gatherings and prayers—as the film unreels, so well does it draw the viewer into it. The natural regard they have for each other shines through and seems to make the viewer a party to it.

If a film other than this one becomes the Canadian Film Awards' "Film of the Year," then it can be truly said that motion picture making in Canada has reached a plateau thought to be much further away. Jamboree is nominally a non-theatrical film —which goes to show what nonsense that term can be on occasion.

Although the official screening will take place under the patronage of the Governor-General in Ottawa soon, Eaton's cannot keep up with the demand for prints. Provincial premieres are to be held in a number of cities.

The group of press men who saw the film at Chetwynd Films Limited—and were very impressed — learned that the camera crews, working around the clock, made approximately three miles of exposed film and the sound men recorded for 55 hours. The editing job, which kept the film moving while giving the viewer a good look at the people and scenes, was masterful, since it captured the clean, lively, self-reliant spirit that must have ruled such an assembly.

—HYE BOSSIN

MGM's 'Designing Woman'

James Stewart, Grace Kelly and Cyd Charisse will star in MGM's Designing Woman.

Short Throws

C. L. BURTON, head of Simpson-Sears Limited, in a recent speech said he believed that stores staying open late for night shopping would be a necessity in the future. Meanwhile, a Kitchener, Ontario, survey showed residents voting three to one in favor of night shopping. The survey had been ordered by City Council after a court ruling that the city's early-closing by-laws for stores was invalid.

DINNER honoring Richard F. Walsh, IATSE international president and vice-president of the merged AFL and CIO, was given by 800 IA members and motion picture and TV executives in Hollywood. Walsh hailed the going into effect of the five-day week for over 25,000 studio workers.

SUPREME Court Justice James Willard Estey, 66, former Saskatchewan Attorney General and Minister of Education, died last week in an Ottawa hospital following an illness of two months. He was the father of Willard Z. Estey, Toronto lawyer well known in the film industry.

ENQUIRY about the strength of Famous Players to the market expert of Saturday Night drew a long analysis of the company in reply, along with the following conclusion: "Considering the fact that the company has gone through a period of rather difficult transition in the industry with fair maintenance of earnings and a sound financial position, the shares might be considered as offering an attractive yield and as having fair chances for increasing in value."

TERMINATION of his association with the Rank Organization of Britain was announced by Sir Michael Balcon, head of Ealing Studios, and his resignation from the directorship of five Rank companies. Previously JARO had distributed all Ealing productions.

OBJECTION to the secrecy surrounding Manitoba film censorship, made by Frank Morriss, Winnipeg Free Press drama and motion picture critic, during a panel forum before the South Winnipeg Young Liberal Club, won the approval of the audience in the discussion that followed. The Honorable C. L. Shuttleworth, Minister of Public Utilities, said the secrecy was designed to protect the privacy of the appeal board members. Sam Breen, Winnipeg lawyer, also participating, said censorship was unnecessary, pointing out that since the Manitoba act was passed in 1924 the motion picture industry had developed self-censorship on an important scale. Topic was Is Manitoba Censorship Serving a Useful Purpose?

BC Tax Cut Official

Premier Bennett, sitting in the British Columbia legislature as finance minister, announced—as predicted in this paper recently—the reduction of the amusement tax from 15 to ten per cent. The one-third reduction will cost the province over $4,300,000.

News Clips

Montreal Messenger Service Reg'd, a door-to-door distributor of circulars, newspapers and samples, is organizing a film delivery service . . . Ruling has been handed down by the Master in Chancery that Chicago's film censorship is unconstitutional and that the city be restrained from interfering with the showing of Game of Love . . . J. Lapointe has reopened the 200-seat Riviera in Mont Louis, Quebec . . . Max Shnier, formerly of IFD, and Harry Saifer have acquired the DeLuxe in Emerson, Manitoba, from I. Wightman . . . Malabar Theatrical Costumes Limited lost 30,000 costumes in a recent Toronto fire.

Charitable foundation set up in memory of one of the founders of Famous Players, J. P. Bickell, has donated $100,000 of the $934,000 required by the Stratford Festival to replace its tent with a permanent theatre . . . One Canadian and two USA TV networks — the CBC, CBS and NBC—have asked the International Olympic Committee to end TV monopolies of the games and have stated that they may not cover the games in Melbourne if their request is not complied with. Australian organizers are asking $500,000 for American TV rights and the networks want free access.

Affiliation has taken place of the Association of Radio and Television Employees of Canada, which has a membership of 17,000 office and professional employees, including CBC announcers, and the National Association of Broadcast Employees and Technicians, which speaks for a like number of technicians. Move is expected to "accelerate unionization of the industry among independent radio and television stations" . . . Candy bar thrown by a ten-year-old youngster tore the $1,200 screen at the Cinema in Swift Current, Saskatchewan. It may have to be replaced.

OUR PRODUCERS

(Continued from Page 1)

Films, Inc., Montreal. "This display of confidence in the Association assures us of the continuing privilege of meeting together where, through understanding of the other's problems and the interchange of ideas, the Motion Picture Industry will contribute to an even greater extent to the future development of our country," said Graeme Fraser, newly-elected president, at the recent annual meeting in Toronto.

Approval was given by the conference to retain Gruneau Research to survey the film needs of advertisers and agencies. The AMPPLC feels that the two months of research will yield many suggestions and constructive criticism. A committee, Public and Industry Relations, was set up by the members to deal with the Gruneau report when it is ready and recommend a course of action to the Association. This committee will also select a distinctive insignia for use by member companies on their stationery. Spence Caldwell will head the group, in which will also be Gerald Keeley, Howard Fletcher, all of Toronto, and Lew Parry of Vancouver.

Leon Shelly of Toronto was appointed chairman of a special committee to study the growing number of requests by charitable organizations for gratis work from the producers and labs and to recommend Association policy on the matter. With Shelly will be Ralph Foster and Murray Briskin.

Further appointments included (with the first-named in each case being chairman): to the CBC and NFB Liaison Committee — Dean Peterson, Arthur Chetwynd, J. J. Chisholm, Pierre Harwood and Alex MacKay; to the Canadian Film Awards Committee—Foster, Quentin Brown, Dan Gibson, Rev. Anson Moorehouse and Shelly; to the Taxation and Duty Committee—F. R. Crawley, Briskin, Caldwell and Chisholm; and to the Membership Committee—Gerald Kedey, Jack Bristowe, Wallace Hamilton and David Wansbrough.

UK JARO Moves To Newly-Built Office

Over 1,000 employees of the Rank Organization of Britain have moved to the company's recently-completed six-storey headquarters in the Victoria section of London. The address is 11 Belgrave Road, London SW1, England and the phone number Victoria 6633.

Tremendous expansion of the JARO production, distribution and exhibition interests made it necessary that they be co-ordinated under one roof instead of being scattered in eight buildings.

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